



International Visitor Profile 2009

Canada

Summary

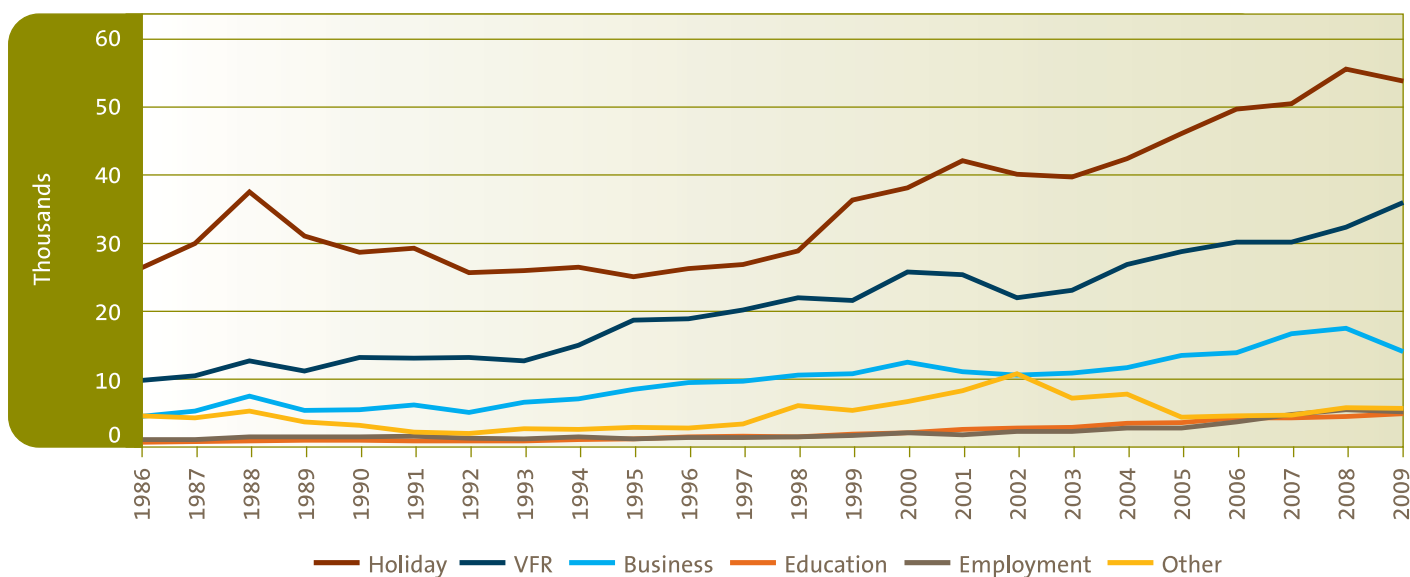
- Canada is Australia's twelfth largest inbound market. In 2009, there were 117,295 visitors from Canada over 15 years of age and 123,330 visitors in total.
- The average length of stay for visitors from Canada was 40 nights compared to the national average of 34 nights.
- Visitors from Canada accounted for 3% of all international visitor nights in 2009, making Canada the twelfth largest market in terms of nights.
- Visitors from Canada spent \$754 million on trips to Australia in 2009, spending on average \$6,425 per trip.

For the latest forecasts for this market released by the Tourism Forecasting Committee, go to www.ret.gov.au/tra

Visitor arrivals

- Visitor arrivals from Canada were fairly flat (-1%) during 2009 compared to 2008. There were decreases in the holiday and business markets but growth in the visiting friends and relatives (VFR) market (11%).

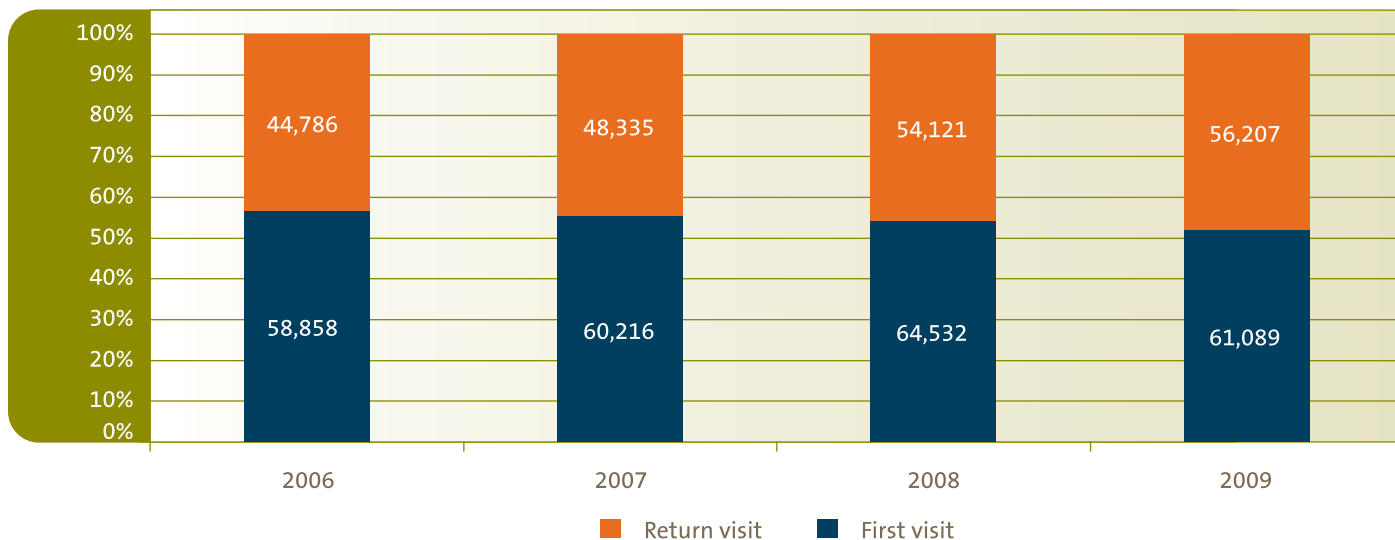
Figure 1 – Main purpose of visit



Repeat visitors

- Roughly half (52%) of all visitors from Canada were first-time visitors to Australia. This is compared to the national average of 38% first-time visitors.

Figure 2 – First or return visit



Travel party

- Around two thirds (67%) of visitors from Canada travelled unaccompanied, while 22% travelled as an adult couple.

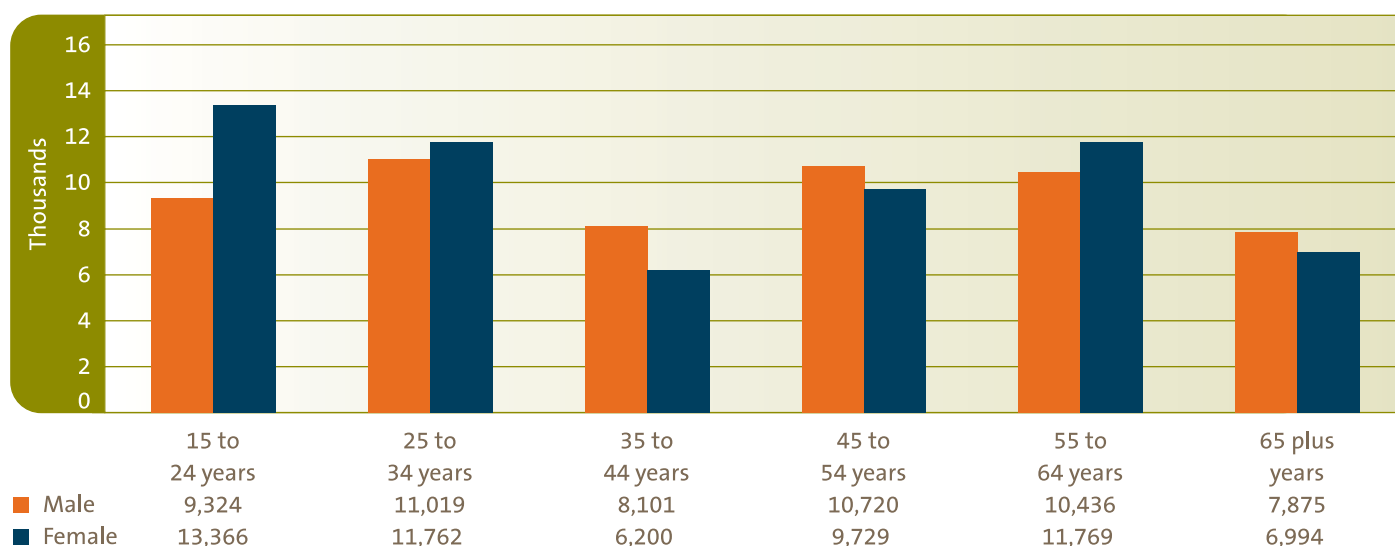
Table 1 – Travel party

	2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	59	57	64	59	77	65	79	67
Adult couple	27	26	27	25	27	23	26	22
Family group –parent(s) and children	6	6	6	6	7	6	5	5
Friends or relatives	10	9	9	8	7	6	5	5
Business associates	2	2	1	1	0	0	2	1
Total	104	100	109	100	119	100	117	100

Demographics

- Visitor arrivals are lowest for the 35 to 44 year age group and for visitors aged over 65 years.

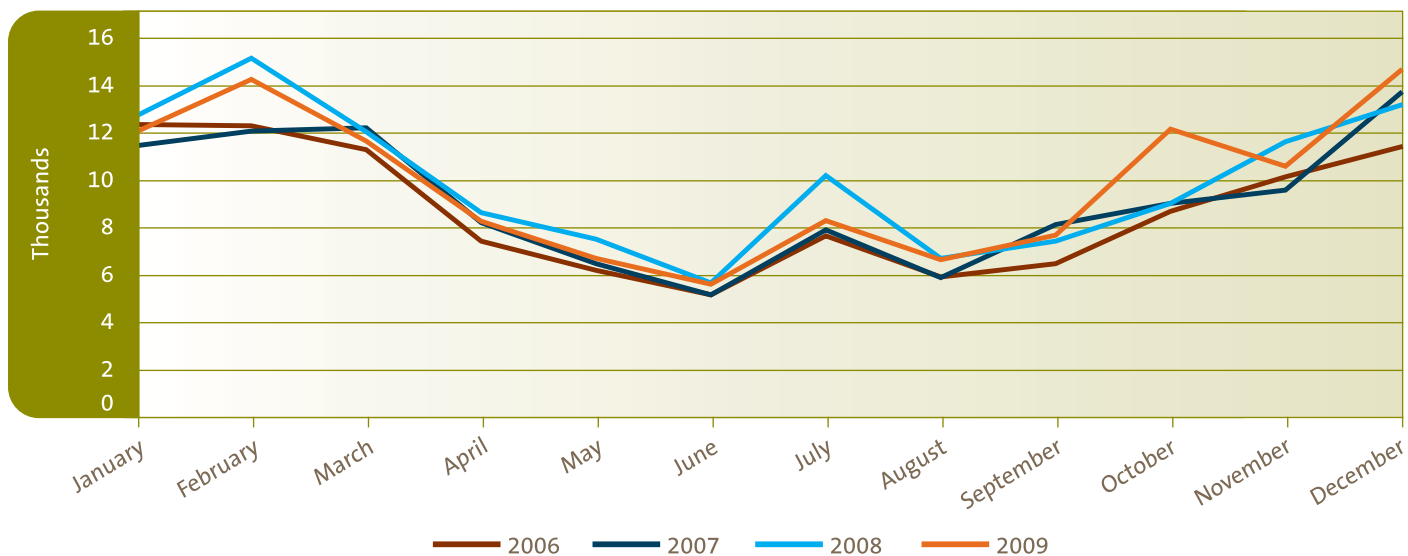
Figure 3 – Age and gender, 2009



Seasonality

- Visitor arrivals from Canada are traditionally higher during December, January and February and lower during June and August.

Figure 4 – Month of arrival



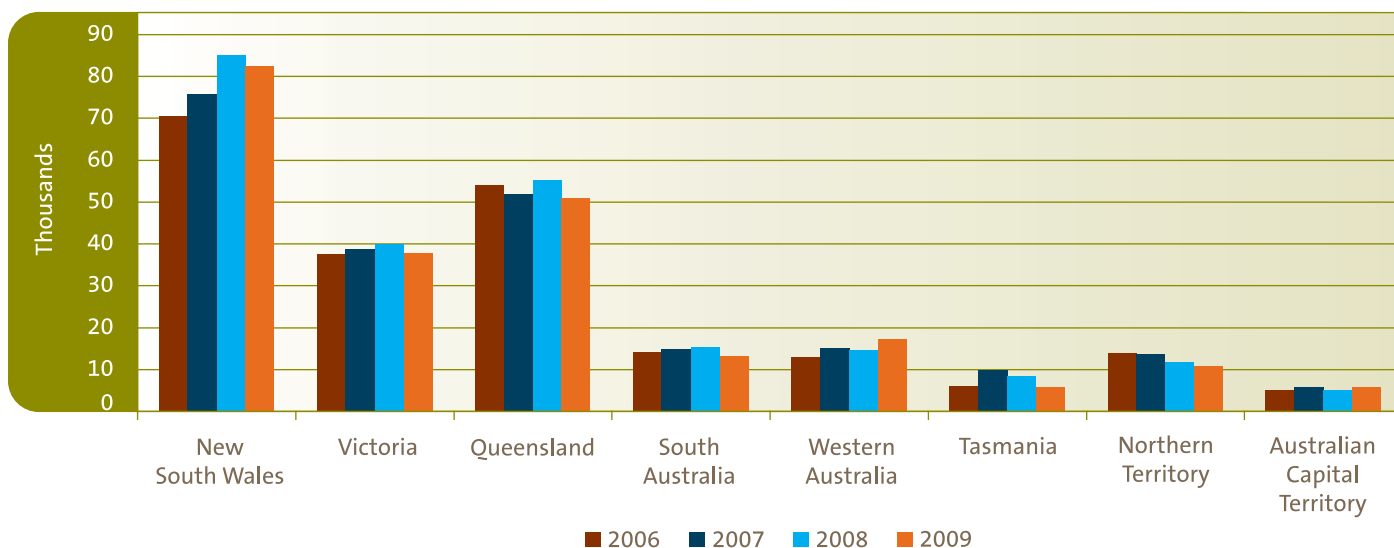
Length of stay and destination

- Visitors travelling for education (147 nights) and employment (134 nights) had the longest average length of stay of all visitors from Canada.
- The most visited states by visitors from Canada were New South Wales, Queensland and Victoria.

Table 2 – Duration of stay by main purpose of visit

	2006		2007		2008		2009	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Holiday	43	23	44	21	41	21	41	20
Visiting friends or relatives	32	21	25	19	28	20	27	19
Business	29	11	19	13	18	9	12	8
Education	123	94	147	148	133	125	147	138
Employment	110	69	79	34	124	93	134	97
Other	8	1	8	1	16	2	19	3
Total	42	20	40	19	40	19	40	19

Figure 5 – State/territory visited



Dispersal

- Visitors from Canada spent 46% of their nights outside the major gateways of Sydney, Melbourne, Brisbane and Perth, compared to the national average of 32% of nights.

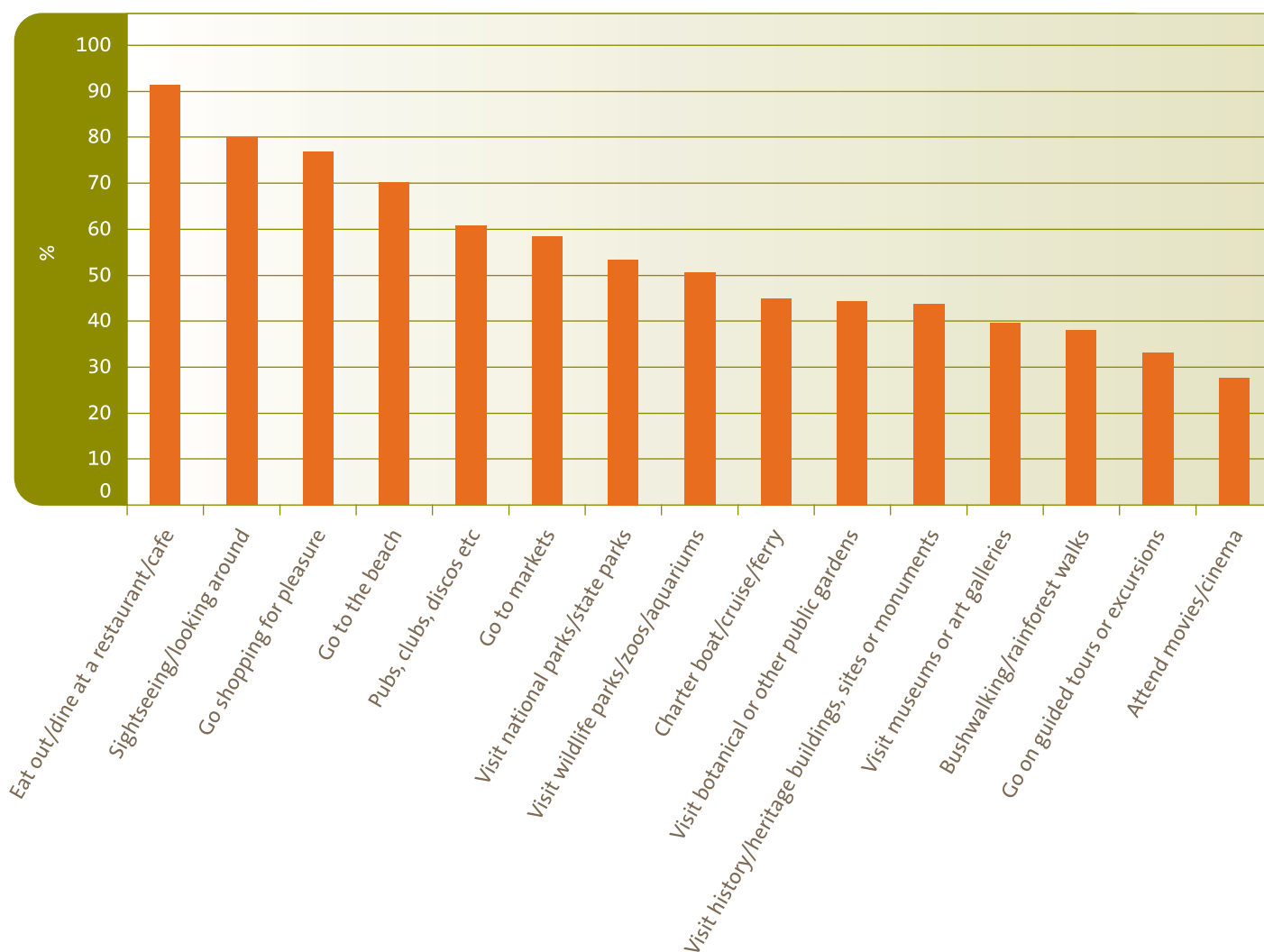
Table 3 – Dispersal by visitor nights

	2006		2007		2008		2009	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	2,366	54	2,386	56	2,485	53	2,527	54
Dispersed regions	2,008	46	1,912	44	2,179	47	2,170	46
Total	4,374	100	4,298	100	4,664	100	4,697	100

Activities

- The most popular activities for visitors from Canada were: eat out/dine at a restaurant/café; sightseeing/looking around; go shopping for pleasure; and go to the beach.

Figure 6 – Leisure activities, 2009



TIEV¹ and expenditure

- Visitors from Canada had a Total Inbound Economic Value (TIEV) of \$679 million on trips to Australia in 2009. This was a decrease of 3% on 2008.
- Visitors from Canada spent on average \$6,425 per trip.

Figure 7 – Total Inbound Economic Value (TIEV) by first and repeat visit

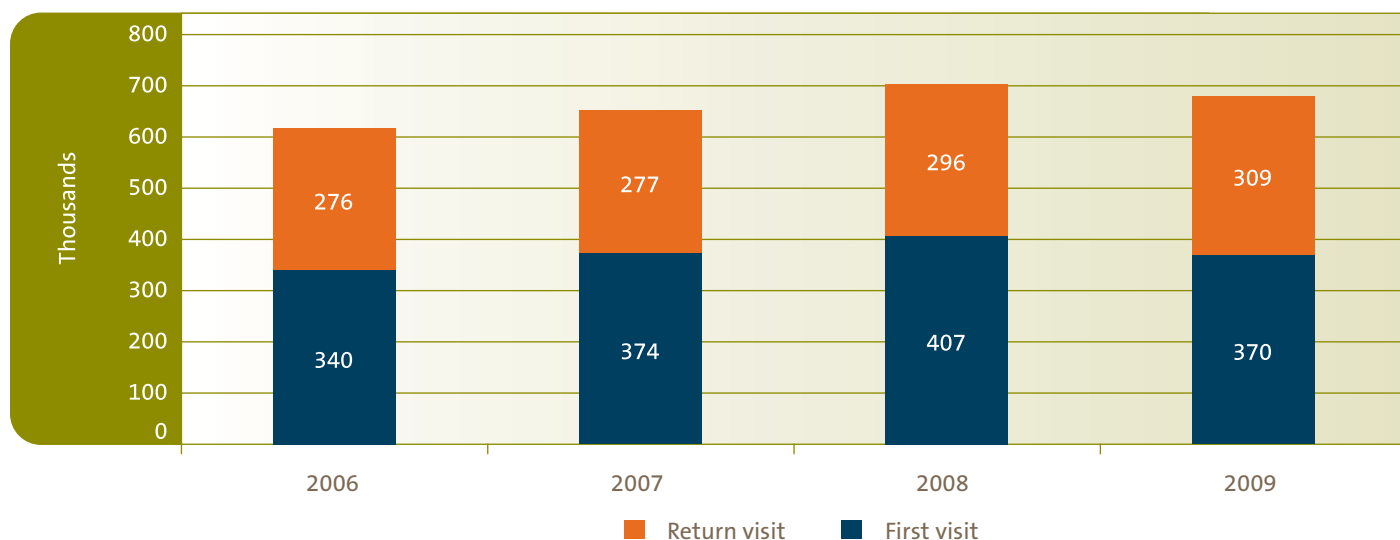


Table 4 – Visitors and average expenditure on specified items, 2009

	Visitors ('000)	Average spend (\$)
Organised tours	41	679
Domestic airfares	36	444
International airfares	108	2,327
Rental vehicles	24	575
Petrol and oil costs	41	279
Other transport fares	98	166
Food, drink and accommodation	114	1,986
Shopping to use in Australia	54	262
Shopping to take home	91	279
Gambling	15	126
Entertainment	69	188
Motor vehicles	3	3,163
Education	5	11,702
Phone, fax and postage	74	104
Package tour	10	5,959
Other	36	228
Total	117	6,425

¹ TIEV represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.

Trip planning and booking horizons

- Around half of holiday and VFR visitors planned their trip to Australia between one month and six months prior to travelling.
- Almost a quarter of VFR visitors booked their flights within three weeks of travelling.

Figure 8 – Planning horizons by purpose, 2009

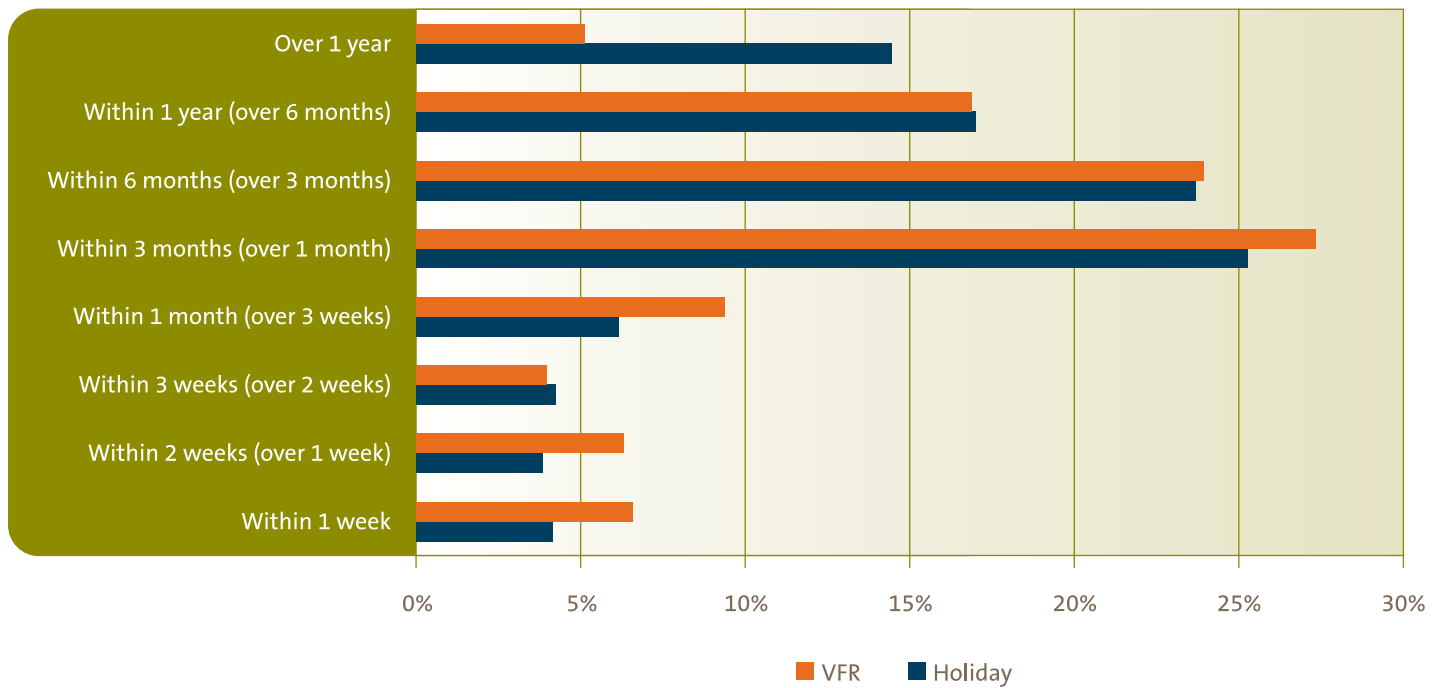
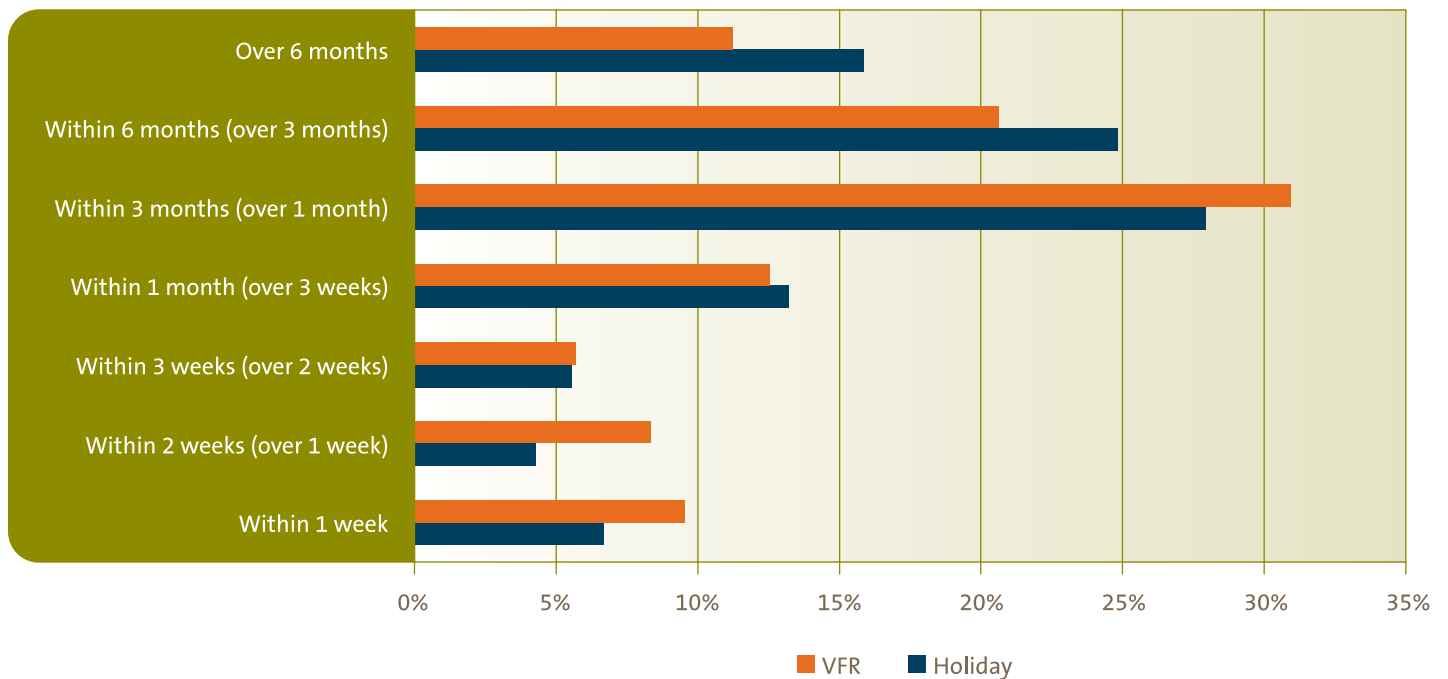


Figure 9 – Flight booking horizons by purpose, 2009



Information sources and internet usage

- The most common information sources for first-time visitors to Australia were the internet (51%), travel agent (26%) and friend or relative living in Australia (23%).
- The most common information sources for repeat visitors were the internet (39%), previous visit (24%), travel agent (21%) and friend or relative living in Australia (21%).
- The most common reasons for using the internet were to help plan an itinerary (52%), to find out more about Australia after deciding to visit (51%), to look for airfares or air schedules to Australia (48%) and to find out about accommodation in Australia (45%).

Figure 10 – Information sources, 2009

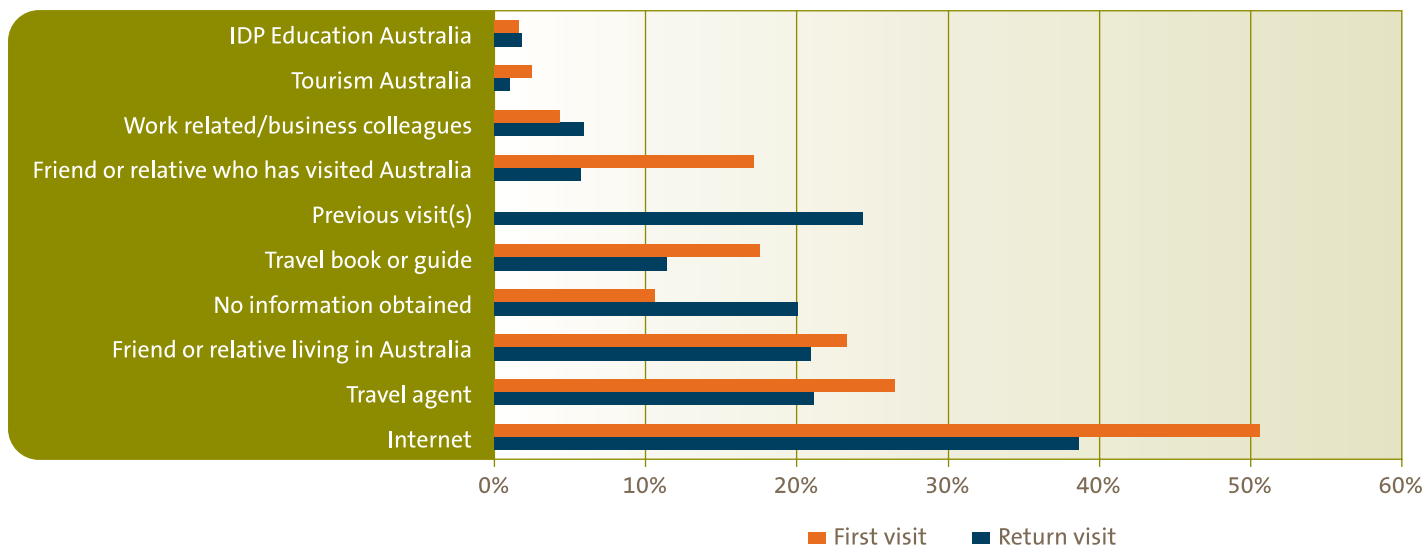
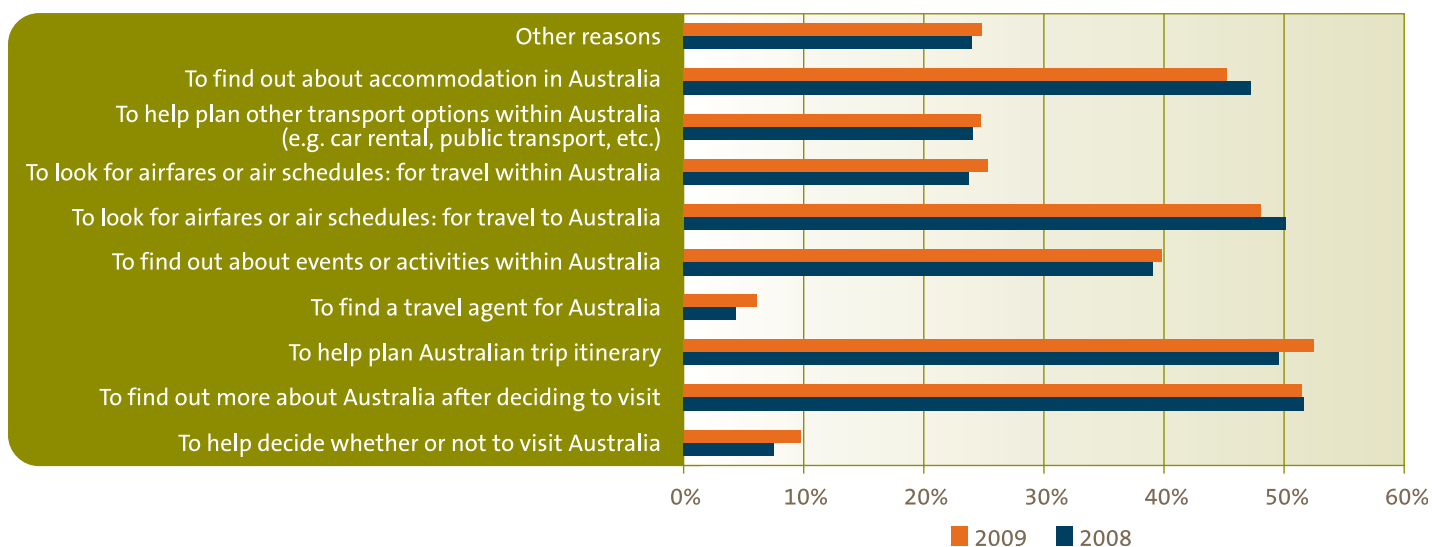


Figure 11 – Reasons for internet usage



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Tourism Research Australia, International Visitor Survey (unpublished data)
 Figures 1, 3 and 4 – Department of Immigration and Citizenship
 All figures refer to persons over the age of 15 years

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